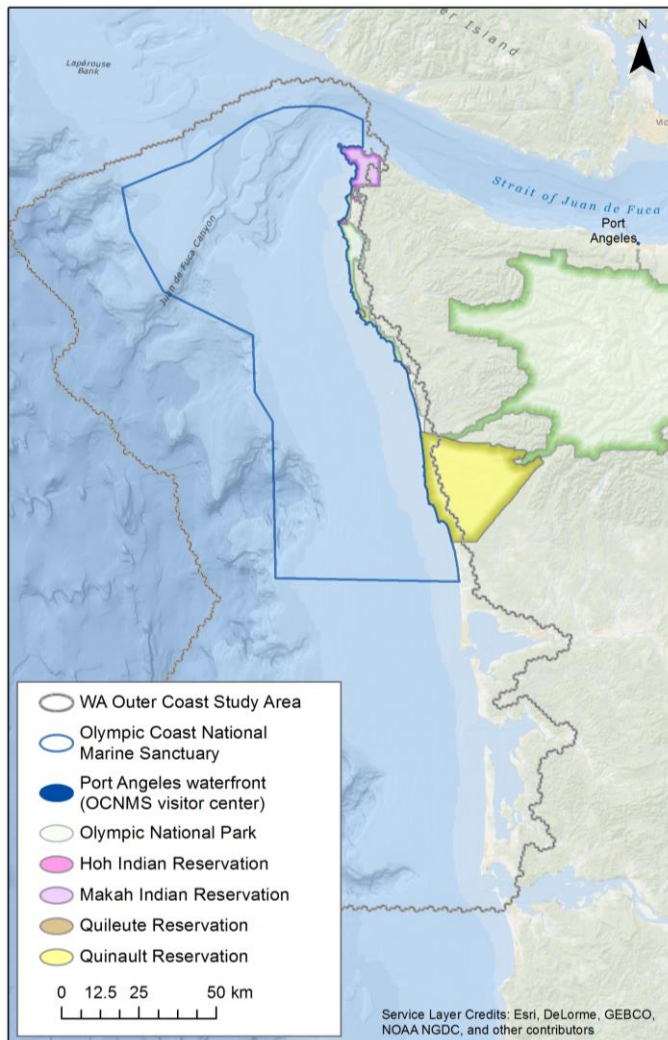


## Socioeconomic Profiles of Users and Economic value of Coastal Recreation Uses



### Background of the Study

In 2014- 2015, the State of Washington sponsored a survey to document recreational usage of the Outer Coast to inform their Marine Spatial Planning Initiative. The survey collected information on resident's use of the region using a mapping tool and questionnaire. The final report for this study, published by Point97/Surfrider, summarized:

- Respondent demographics
- Recreational activity profiles and maps
- Expenditures

In FY2014, NOAA's National Centers for Coastal Ocean Sciences (NCCOS) partnered with the Office of National Marine Sanctuaries (ONMS) to address the socioeconomic research needs of the Olympic Coast National Marine Sanctuary (OCNMS). NCCOS/ONMS sponsored an expansion of the State of Washington's study to estimate the non-market economic value of natural resources on the Outer Coast, as well as gather other important information of use to OCNMS, including:

- Complete demographic profiles;
- Recreational activity profiles for multiple geographies
- Expenditure profiles for recreational users;
- Economic impact and contribution expenditures on local area economies;
- Importance-satisfaction ratings for natural resources, facilities and services;
- User preferences for common wildlife species; and
- Index of the "environmental worldview" of recreational users from Washington.

Findings from this study are presently being summarized and published for use by OCNMS and other interested resource management agencies.



## Planned Products

There are a number of products that will be available in FY2016.

- Six Topical Reports
  1. Socioeconomic Profiles of Recreational Users
  2. Summary of Importance-Satisfaction Ratings
  3. Economic Impact/Contribution to Local Area Economies
  4. Technical Appendix: Socioeconomic Profiles and Economic Impact/Contribution
  5. Non-market Economic Value of Natural Resource Attributes
  6. Technical Appendix: Non-market Economic Value of Natural Resource Attributes
- Fact Sheets for multiple topics
- Maps of recreational activities
- Web pages to post all results on ONMS Socioeconomic web site.
- Tabular data & documentation on CD-ROM
- Geodatabase of recreational activities and select resource attributes

## Possible Uses of Information

- State of Washington's Marine Spatial Planning
- OCNMS Management Plan
- OCNMS Condition Reports – Evaluate Ecosystem Services
- Damage Assessments
- Evaluation of Investments in Environmental Protection & Restoration
- Marketing – Understanding your users
- Business Community – Business Plans for new and expanded businesses

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